

**County of Loudoun**  
**Department of Planning**  
**MEMORANDUM**

**DATE:** July 15, 2009

**TO:** Mike Elabarger, Project Manager  
Land Use Review

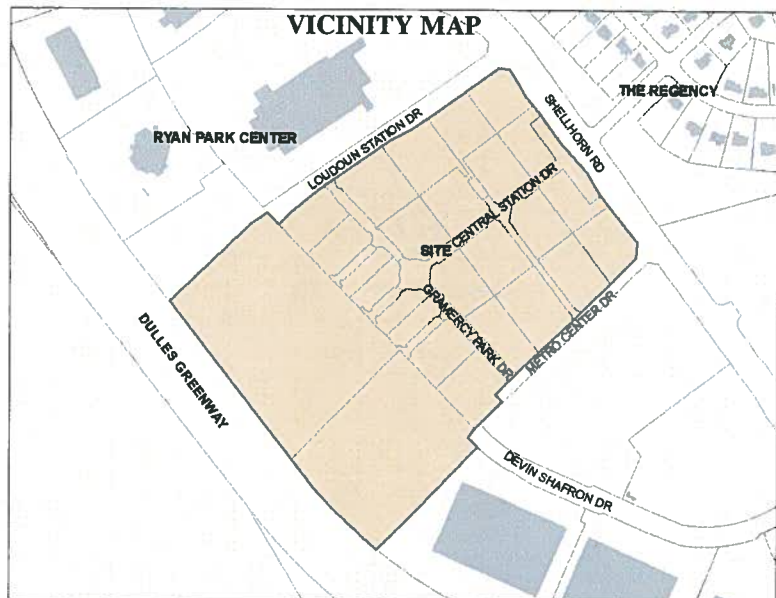
**FROM:** Marie Genovese, AICP, Planner  
Community Planning

**SUBJECT: ZMOD 2004-0001, Loudoun Station Comprehensive Sign Plan –  
Second Referral**

**BACKGROUND**

The applicant, Comstock Loudoun Station, L.C., is requesting a Zoning Ordinance Modification (ZMOD) to permit a Comprehensive Sign Plan for Loudoun Station, a Transit Oriented Development (TOD), pursuant to the provisions of the Revised 1993 Zoning Ordinance. In 2003, the property was rezoned to PD-TRC (Planned Development – Transit Related Center) to accommodate a pedestrian-scale mix of multi-family residential, retail, and office uses adjacent to the future Route 772 rail station on the Dulles Greenway. The development intensity of the Loudoun Station TOD is proposed to range between 1,081 and 1,514 multi-family dwelling units and 1,130,627 and 1,884,379 square feet of non-residential uses to be developed in phases as alternative modes of transit become available. Design Guidelines and Standards for the property, which includes signage were approved with the Loudoun Station rezoning.

The subject property consisting of approximately 40 acres is located on the northeast side of the Dulles Greenway, south of Ryan Road (Route 772) and southwest of Shellhorn Road (Route 643) (See Vicinity Map).



The applicant has responded to Community Planning's first referral dated December 8, 2008. While the applicant has addressed several issues since the first referral such as, providing more information regarding signage materials; removing sign types A2, C3, D3, E1, F3, and G5 from the Sign Plan; reduced the maximum number of signs for inline and corner retail tenants; and included a commitment to lighting of the sign only, several issues remain outstanding from the first referral. These issues should be addressed to ensure the intent of the Revised General Plan is being met with the proposed project. Staff has outlined outstanding issues below.

### **OUTSTANDING ISSUES**

The Plan envisions TODs like Loudoun Station to consist of pedestrian-scale development with a mix of residential, commercial, public, and employment uses (*Revised General Plan, Chapter 6, Transit-Oriented Development text*). The TOD should have an "urban feel with pedestrian-oriented building facades, ground floor shops, and distinctive public spaces" (*Revised General Plan, Chapter 6, Transit-Oriented Development text*). Blocks shall be short, arranged in a rectilinear grid-street pattern that is simple, memorable, and direct for pedestrians making destinations clear and routes easy to navigate (*Revised General Plan, Chapter 6, Transit-Oriented Development text*). Collectively, the location, quality, and clarity of signs define the general perception of a development, individual business or commercial center and its surrounding community. If signs are well presented and coordinated, the image of the development as well as the individual businesses and tenants are enhanced. The Retail Plan specifies that buildings within a multi-building retail center should exhibit a unity of design through the use of similar elements such as rooflines, materials, window arrangement, location of signage and architectural details (*Retail Plan, Design Guidelines, Building Placement and Design Policy 3*). The Retail Plan specifies that signs for commercial centers should be developed as an integral part of the overall center design and that a unified graphic design scheme is strongly encouraged (*Retail Plan, Design Guidelines, Signs and Lighting Policy 1*).

The Comprehensive Sign Plan for Loudoun Station includes guidelines and illustrative drawings of representative buildings and signage proposed for the development as well as a comparison matrix that compares the existing Revised 1993 Zoning Ordinance regulations with the proposed sign regulations. The submitted Signage Design Standards and Guidelines states the applicant "retains the right to change the specified materials, to the extent that the alternatives are consistent visually and in terms of performance with materials specified in the Sign Plan". The applicant also "retains the right to change the color schemes and/or typestyle as it deems necessary to maintain the upscale image of the community as long as a consistent color scheme is maintained". Staff notes that the applicant has increased the list of pantone colors within the color palette from 5 with the first submission to 60 with the second submission. The Signage Design Standards and Guidelines provide that permanent and temporary signs will use the colors listed in the color palette, with the exception of

A-002

tenant logos, trademarks, and corporate branding. With the variety of colors now included in the color palette as well as the provision that tenant logos, trademarks, and corporate branding will not be subject to the listed colors, staff is unsure why maximum flexibility with regards to changes in color scheme is being retained with this submission.

***Staff recommends the applicant commit to the colors as listed in the color palette. Staff further recommends the applicant commit to a consistent color scheme throughout the project.***

### **Primary Entrance Signs**

The applicant is proposing primary project entrance signs (A1) along the internal roadway at different locations and adjacent to the Greenway. Staff notes that the Comprehensive Sign Plan states that three project entrance signs are proposed; however, four locations are shown on the Overall Signage Map.

Sign type A1 is proposed to have a maximum sign area of 288 square feet and a maximum height of 23 feet. The proposed modification for sign type A1 is approximately 4.5 times greater than the maximum sign area and 4 times greater than the maximum sign height permitted in the Zoning Ordinance. Staff notes that the sign is proposed to span the internal roadway and will need to be at a height to permit vehicles to pass underneath. The applicant has provided an illustrative rendering of sign type A1 with this submission. The scale and height of sign type A1 are typically not consistent with the pedestrian nature of a TOD; however, as shown in the illustrative perspective the sign blends in terms of scale and architecture with the taller buildings that surround it while providing site identification. However, staff has no assurance that sign type A1 will actually blend with the surrounding buildings as depicted on the illustrative perspective and recommends the applicant commit to meeting the intent. Furthermore, due to the size of the site, approximately 40 acres, two primary entrance signs, one at Shellhorn Road and one at the entrance to the site from transit appear to be more appropriate.

***Staff recommends adding a note to the Comprehensive Sign Plan for sign type A1 stating that the architecture features and elements of the primary entrance sign will be compatible with the surrounding buildings, to consist of similar building materials and aesthetics so as to blend together. Staff further recommends the applicant reduce the number of primary entrance signs (A1) to two locations, one at the property's entrance from Shellhorn Road and the other at the entrance to the site from transit.***

### **Commercial Signage**

The applicant is proposing both primary (B1) and secondary (B2) commercial entrance signage including project and tenant identification along the property's western and eastern boundaries. Four primary commercial signs (B1) are proposed along the

A-003

eastern and western project boundaries at Shellhorn Road and the southern boundary of the site. In addition, six secondary commercial signs (B2) are proposed along the eastern and western project boundaries. The applicant is also proposing building and pole-mounted commercial wayfinding signage, which includes project and tenant identification as well as directional information (see below).

**Primary Commercial Signs:** Sign type B1 is proposed to have a total aggregate sign area of 1,536 square feet with a maximum area of any one sign not to exceed 384 square feet (includes both sides), 281 square foot maximum background structure (includes both sides), 19 feet 6 inches maximum background structure, and a maximum height of 19 feet 6 inches. The proposed modification for sign type B1 is approximately 25 times greater than the total aggregate sign area, 162 times greater than the area for any one sign; 6 times greater than the maximum background area; 2 times greater than the maximum height for the background structure; and 1.3 times greater than the maximum height permitted in the Zoning Ordinance. As stated above, the TOD is planned to provide pedestrian-scale development as such, signage within the TOD should also keep the pedestrian in mind. The scale and height of the proposed primary commercial signs are not in keeping with the pedestrian nature of the TOD, where the streetscape, buildings, and landscape should be the predominant feature.

**Secondary Commercial Signs:** Sign type B2 is proposed to have a maximum height of 8 feet 3 inches more in keeping with the pedestrian nature of the TOD.

The applicant is proposing a total of ten ground-mounted commercial signs all providing project and tenant identification located along the project's boundaries. Staff notes that the Zoning Ordinance permits one commercial entrance sign per vehicular entrance, limiting the total to three signs. These signs provide redundant information and create the potential for visual clutter and may detract from the overall quality of the TOD.

***Staff recommends reducing the number of commercial entrance signs (sign types B1 and B2) to a maximum of four as these signs provide similar information and create the potential for visual clutter, which may detract from the overall quality of the TOD. The streetscape, buildings, and landscape should remain the predominant feature, not the signage. Staff further recommends reducing the scale and height of sign type B1 to a size more in keeping with the pedestrian-scale of the TOD or eliminating this sign type from the Sign Plan.***

A total of 14 commercial wayfinding signs are also proposed throughout the development. Six building-mounted commercial wayfinding signs (B3) are proposed along the central portion of the site behind the buildings adjacent to proposed breezeways where the project links to parking areas. Eight pole-mounted commercial wayfinding signs (B4) are proposed in the central portion of the site in a cluster of four pole-mounted signs in two separate locations. Staff notes that sign type B3 is not a permitted sign type (See July 8, 2009 Zoning Referral).

A-004

**Pedestrian Directional Signage:**

The applicant is proposing four pedestrian directional signs (B7) to be located within proposed breezeways.

**Pole-Mounted Signage**

In addition to the commercial wayfinding pole-mounted signs discussed above, the applicant is also proposing pole-mounted special event signage (B5) and bike/bus/rail directional signage (B6). Staff notes that the locations of these signs are not shown on the submitted Signage Map; however the Sign Plan does show an area outlining the limits of the special event signage.

The Comprehensive Sign Plan proposes 16 special event signs (B5) and 12 bike/bus/rail directional signs (B6). The submitted materials provide that the special event signage may be located on the same lamp post as the commercial wayfinding signs. Plan policies call for the mitigation of parking, signs, and other associated activities on the community (*Revised General Plan, Chapter 6, General Business Land Use Policy 3b*). Special event signage has the potential of detracting from the vistas created by the relationship between the streets, buildings and landscape within a community and contributes to the creation of visual clutter. The applicant's June 9, 2009 response to staff's comments provides "special event signage will contribute to the vitality of the streetscape and will be internal to Loudoun Station. These signs will not be visible from public roads or streets. A TOD is an urban setting that is intended to have visual interest along streetscapes". The pedestrian-oriented building façades, ground-floor shops, and streets culminating in distinctive public spaces are envisioned to provide the visual interest along the streetscapes within the TOD, not the signage, which should be for information purposes only (*Revised General Plan, Chapter 6, Transit-Oriented Development Policy 10*). As these signs do not provide any information and are for decorative purposes only, staff recommends these signs be removed from the Sign Plan.

***Staff recommends the location of all signage be shown on the Signage Map. Staff recommends removing the proposed special event signage (B5) from the Sign Plan as it is not consistent with the signage anticipated in a TOD where the streetscape, buildings and landscape should remain the predominant feature, not the signage. The proposed special events signage has the potential of contributing to visual cluster.***

**Building-Mounted Signage**

The applicant is proposing building-mounted signage for retail, office, and residential uses within the TOD.

Retail: Proposed retail signage consists of inline tenant signage (C1), corner tenant signage (C1A), anchor tenant signage (C1-1), second floor inline tenant signage (C1-2),

A-005

and tenant rear signage (C2). Sign types C1, C1A, C1-1, and C1-2 are all proposed along the interior of the site, while sign type C2 is proposed along the rear of buildings adjacent to parking areas.

As proposed, retail inline tenants (C1) and corner tenants (C1A) are permitted six signs per lease frontage, limited to three sign types per façade. Sign types may consist of the following: (1) sign band, (2) awning signage, (3) window/door signage, (4) plaque signage, and (5) blade signage. Appendix A through F provides information pertaining to the various allowable retail building-mounted signage (C1 and C1A). Second floor inline retail signage (C1-2) is limited to one per tenant limited to either a sign band or a structure mounted sign. Tenant rear wayfinding signage (C2) is also limited to one per tenant. Staff notes that the applicant's response to staff's comments provides that sign type C2 will be removed at the time parking garages are constructed. Staff recommends the removal of sign type C2 be added to the description of this sign type within the Comprehensive Sign Plan.

The applicant is also proposing retail anchor tenant signage (C1-1) to be placed along the roofline of buildings for retail uses greater than 7,500 square feet in addition to any other allowable signage for the tenant. Sign type C1-1 is limited to one per tenant with no more than 2 per façade not to exceed 6 per building. The total number of anchor tenant signs per building includes both retail (C1-1) and office (D1) tenants. Anchor tenant signage (C1-1) in conjunction with other signage proposed such as, inline and corner retail signage (C1, C1A, and C1-2) and primary and secondary commercial signs (B1 and B2) provide redundant information and have the potential to create visual clutter as well as take away from the pedestrian nature of the TOD. Furthermore, signage should identify the building not individual tenants, providing recognition for pedestrians and vehicular traffic. The response to staff's comments provides anchor tenant signage serves a different function of providing information and wayfinding from the Greenway. As the TOD's emphasis is on the pedestrian and transit not vehicular traffic, signage should also be developed with that in mind. Furthermore, intensities are to step down from the commercial core to the outer core; therefore, it is likely that buildings located closer to Shellhorn Road will not be visible from the Greenway (see further discussion on anchor tenant signage below).

***Staff recommends removing retail anchor tenant signs (C1-1) as these signs provide redundant information as proposed commercial entrance signs (B1 and B2) and detract from the pedestrian nature of the TOD as these signs all provide identification to motorists instead of pedestrians (further discussion regarding commercial entrance signs is provided above).***

Office: Proposed office signage consists of anchor tenant signage (D1) and lobby entrance signage (D2). Office tenant anchor signage (D1) is proposed to be placed along the roofline of buildings for office tenants greater than 7,500 square feet. The location of anchor tenant signage has not been included on the Overall Signage Map.

A-006



Sign type D1 is limited to one per tenant with no more than 2 per façade not to exceed 6 per building. As stated above, the total number of anchor tenant signs per building include both retail (C1-1) and office (D1) tenants. Staff has concerns with the amount of anchor tenant signage proposed (see further discussion on anchor tenant signage above). Signage should identify the building not each individual tenant and should provide recognition for pedestrians and vehicular traffic.

***Staff recommends reducing the number of signs proposed for primary office tenants (D1) to one per façade. Staff further recommends limiting anchor tenant signage to that which identifies the building not individual tenants.***

Sign type D2 is proposed to provide identification for office buildings within the TOD. It is difficult to ascertain the location of this sign type as it is only shown as two separate dots in the southern portion of the site and adjacent to a proposed breezeway. The applicant is proposing one office lobby entrance sign per public entrance. Signs are to be located directly above the main lobby entrance or above the breezeway entrance if the lobby door is inside the breezeway.

Residential: Proposed residential signage consists of identification signage (F1) and lobby entrance signage (F2). Staff notes that these signs are not permitted and will need to be removed from the Sign Plan (See July 8, 2009 Zoning Referral).

#### **Temporary Signage**

The applicant is proposing four types of temporary signage: general site leasing signage (G1), commercial leasing signage (G2), residential leasing signage (G3), and office leasing signage (G4) to be located at the northern and southern boundaries of the site. All of the temporary signs are proposed as freestanding signs. The applicant proposes two general site leasing signs (G1), two commercial leasing signs (G2), two residential leasing signs (G3), and two office leasing signs (G4). As each of these signs provides leasing information, they provide redundant information and are unnecessary. The response to staff's comments provides that each sign type will include the project name and logo and a leasing telephone number and website and/or e-mail dependant on the use, with the exception of the general site leasing signage (G1) which will include a general leasing telephone number and website and/or e-mail. The applicant further states that there will likely be different contacts for each use type and that all of the information would not fit onto one or two signs of the proposed size. If all the different contact information can not be provided on one sign, staff recommends including the general leasing information only, which in turn can provide the other information. No information has been provided regarding when temporary signage will be removed from the site.

***Staff recommends consolidating the total number of temporary leasing signage (G1, G2, G3, and G4) to a maximum of two for the entire site as these signs provide redundant information and add to visual clutter. Staff recommends the***

A-007

***applicant include a note within the Comprehensive Sign Plan stating when temporary signage will be removed.***

## **RECOMMENDATIONS**

Community Planning staff is unable to recommend approval of the Zoning Modification request until the issue of visual clutter is addressed. The TOD is intended to be a compact development with pedestrian-scale development consisting of a mix of residential, commercial, public, and employment uses. The TOD should be developed with the pedestrian not the automobile in mind and as such, the signage proposed for a TOD should be as well. As currently proposed, the number, height and scale of the proposed signage are not consistent with the signage anticipated in a TOD.

Staff recommends the following:

- Commit to the proposed color palette and to a consistent color scheme throughout the project;
- Commit to compatibility of sign type A1 with the architectural features and elements of surrounding buildings;
- Reduce the number of primary entrance signs (A1) to two locations, one at the property's entrance from Shellhorn Road and other at the entrance to the site from transit;
- Reduce the number of commercial entrance signs (B1 and B2) to a maximum of four as these signs provide redundant information;
- Reduce the scale and height of sign type B1;
- Remove sign types B5 (special event signage) and C1-1 (retail anchor tenant signage);
- Reduce the number of anchor tenant signs (C1-1 and D1) to one per façade and limit signage to identification of buildings only;
- Consolidate temporary leasing signage (G1, G2, G3, and G4) as these signs all provide similar information; and
- Locating all signage proposed on the Signage Map.

Staff would be happy to meet with the applicant to discuss these issues.

cc: Julie Pastor, AICP, Director, Planning  
Cindy Keegan, AICP, Program Manger, Community Planning via e-mail

A-008



**County of Loudoun**  
**Department of Planning**  
**MEMORANDUM**

**DATE:** December 8, 2008

**TO:** Mike Elabarger, Project Manager  
Land Use Review

**FROM:** Marie Genovese, AICP, Planner  
Community Planning

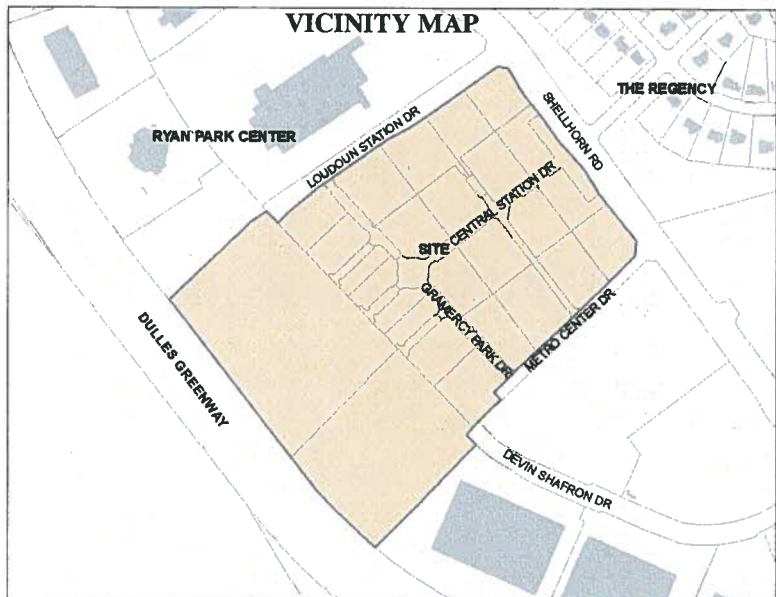
**SUBJECT: ZMOD 2004-0001, Loudoun Station Comprehensive Sign Plan**

**BACKGROUND**

The applicant, Comstock Loudoun Station, L.C., is requesting a Zoning Ordinance Modification (ZMOD) to permit a Comprehensive Sign Plan for Loudoun Station, a Transit Oriented Development (TOD), pursuant to the provisions of the Revised 1993 Zoning Ordinance. In 2003, the property was rezoned to PD-TRC (Planned Development – Transit Related Center) to accommodate a pedestrian-scale mix of multi-family residential, retail, and office uses adjacent to the future Route 772 rail station on the Dulles Greenway.

The development intensity of the Loudoun Station TOD is proposed to range between 1,081 and 1,514 multi-family dwelling units and 1,130,627 and 1,884,379 square feet of non-residential uses to be developed in phases as alternative modes of transit become available. Design Guidelines and Standards for the property, which includes signage were approved with the Loudoun Station rezoning. The applicant requested a ZMOD to permit a Comprehensive Sign Plan for the property in 2004 (ZMOD 2004-0001) at which time staff provided

referral comments. A response to staff's comments was not provided and the application became inactive. The applicant has requested to re-activate the Comprehensive Sign Plan with the following application.



A-009

The subject property consisting of approximately 40 acres is located on the northeast side of the Dulles Greenway, south of Ryan Road (Route 772) and southwest of Shellhorn Road (Route 643) (See Vicinity Map).

#### **COMPLIANCE WITH THE COMPREHENSIVE PLAN**

The property is located in the Ashburn Community of the Suburban Policy Area and is specifically governed by the Revised General Plan and Revised Countywide Transportation Plan (CTP) as adopted July 23, 2001, as well as the Toll Road Plan (TRP). Being the newer of the two plans, the Revised General Plan supersedes the TRP when there is a policy conflict between the two (*Revised General Plan, Chapter 1, Relationship to Other County Planning Documents Text*). The Revised General Plan identifies the subject site as suitable for Keynote Employment uses (*Revised General Plan, Chapter 7, Planned Land Use Map*). The policies of the Countywide Retail Plan (Retail Plan) also apply.

#### **ANALYSIS**

The Comprehensive Sign Plan for Loudoun Station states that the purpose of the sign plan is to establish a cohesive, comprehensive and functional system to direct and communicate with those who work and visit Loudoun Station. The proposed Comprehensive Sign Plan includes permanent ground-mounted signs, tenant identification signs, informational signs, directional signs, special event signs, and building-mounted signs. In addition to these permanent signs, temporary signs for the sales and marketing of the community during the developmental phases are also proposed.

The TOD is envisioned with pedestrian-scale development with a mix of residential, commercial, public, and employment uses (*Revised General Plan, Chapter 6, Transit-Oriented Development text*). The TOD should have an "urban feel with pedestrian-oriented building facades, ground floor shops, and distinctive public spaces" (*Revised General Plan, Chapter 6, Transit-Oriented Development text*). Blocks shall be short, arranged in a rectilinear grid-street pattern that is simple, memorable, and direct for pedestrians making destinations clear and routes easy to navigate (*Revised General Plan, Chapter 6, Transit-Oriented Development text*). Collectively, the location, quality, and clarity of signs define the general perception of a development, individual business or commercial center and its surrounding community. If signs are well presented and coordinated, the image of the development as well as the individual businesses and tenants are enhanced. The Retail Plan specifies that buildings within a multi-building retail center should exhibit a unity of design through the use of similar elements such as rooflines, materials, window arrangement, location of signage and architectural details (*Retail Plan, Design Guidelines, Building Placement and Design Policy 3*). The Retail Plan specifies that signs for commercial centers should be developed as an integral part of the overall center design and that a unified graphic design scheme is strongly encouraged (*Retail Plan, Design Guidelines, Signs and Lighting Policy 1*).

The Comprehensive Sign Plan for Loudoun Station includes simple guidelines and illustrative drawings of representative buildings and signage proposed for the development as well as a comparison matrix that compares the existing Revised 1993 Zoning

Ordinance regulations with the proposed sign regulations. The submitted Signage Design Standards and Guidelines states the applicant "retains the right to change the specified materials, to the extent that the alternatives are consistent visually and in terms of performance with materials specified in the Sign Plan". The applicant also "retains the right to change the color schemes and/or typestyle as it deems necessary to maintain the upscale image of the community as long as a consistent color scheme is maintained. These changes shall be made with the concurrence of the Zoning Administrator or her designee that a consistent color scheme will be maintained or that alternative materials are consistent visually and in terms of performance with materials specified in the Sign Plan". Staff recognizes the applicant's attempt to retain some design flexibility by not committing to specific details, but without such commitments and assurances, staff is not able to fully assess the entire Sign Plan in relation to the guidelines found in the Revised General Plan and Retail Plan. Staff further notes that several of the requested signs are not permitted per the Revised 1993 Zoning Ordinance (see Zoning referral).

***Staff recommends the applicant commit to a list of potential material, color, size, style, and font of proposed signage in order to assess the Sign Plan in relation to the guidelines found in the Revised General Plan and the Retail Plan for unified graphic design.***

More specifically, the Comprehensive Sign Plan does not provide information pertaining to the types of materials proposed for ground-mounted signs (A1, A2, B1, and B2) other than the sign panels.

***Staff requests the applicant provide detailed information pertaining to materials proposed for the entire sign not just the sign panel.***

### **Entrance Signs**

The applicant is proposing both primary and secondary project entrance signs. Primary project signage (A1) is proposed along Central Station Drive at four different locations. Secondary project signage (A2) is proposed along Gramercy Park Drive (2) and the northern parking lot access aisle (2). Commercial signage is also proposed in various locations (see discussion below), which also includes project identification as well as other information.

**Primary Entrance Signs:** Sign type A1 is proposed to have a maximum sign area of 288 square feet, 654 square foot maximum background structure, and a maximum height of 21 feet 4 inches. The proposed modification for sign type A1 is approximately 4.5 times greater than the maximum sign area, 5.5 times greater than the maximum background area, and 4 times greater than the maximum sign height permitted in the Zoning Ordinance. As stated above, the TOD is planned to provide pedestrian-scale development as such, signage within the TOD should also keep the pedestrian in mind. The scale and height of the proposed primary entrance signs appear excessive and are not in keeping with the pedestrian nature of the TOD, where the streetscape, buildings, and landscape should be the predominant feature.

A-011

**Secondary Entrance Signs:** Sign type A2 is proposed as entrance/exit signage detailing the project name and either "Welcome" or "Thank You for Visiting". Sign type A2 is proposed to have a maximum height of 5 feet 2 inches more in keeping with the pedestrian nature of the TOD.

***Staff recommends reducing the scale and height of the primary entrance signs (A1) to a size more in keeping with the pedestrian-scale of the TOD or eliminating this sign type from the Sign Plan (see further discussion below regarding the number of signs proposed).***

### **Commercial Signage**

The applicant is proposing both primary and secondary commercial signage including project and tenant identification as well as directional information. Six primary commercial signs (B1) are proposed including project and tenant identification located along the eastern and western project boundaries at Shellhorn Road, Future Meadowgate Drive, and the southern boundary of the site. In addition, four secondary commercial signs (B2) are proposed including project and tenant identification as well as directional information located along the eastern and western project boundaries at Gramercy Park Drive and the northern parking lot access aisle. The applicant is also proposing building and pole-mounted commercial wayfinding signage, which includes project and tenant identification as well as directional information. Twelve building-mounted commercial wayfinding signs (B3) are proposed along the central portion of the site. Sixteen pole-mounted commercial wayfinding signs (B4) are also proposed along the central portion of the site.

**Primary Commercial Signs:** Sign type B1 is proposed to have a total aggregate sign area of 2,940 square feet with a maximum area of any one sign not to exceed 490 square feet (includes both sides), 350 square foot maximum background structure (includes both sides), 23 foot maximum background structure, and a maximum height of 21 feet 4 inches. The proposed modification for sign type B1 is approximately 50 times greater than the total aggregate sign area, 16 times greater than the area for any one sign; 8 times greater than the maximum background area; 3 times greater than the maximum height for the background structure; and 1.5 times greater than the maximum height permitted in the Zoning Ordinance. As stated previously, the scale and height of the signage may have an impact on the pedestrian-scale nature of the TOD.

**Secondary Commercial Signs:** Sign type B2 is proposed to have a maximum height of 8 feet 3 inches more in keeping with the pedestrian nature of the TOD.

***Staff recommends reducing the scale and height of the primary commercial signs (B1) to a size more in keeping with the pedestrian-scale of the TOD or eliminating this sign type from the Sign Plan (see further discussion below regarding the number of signs proposed).***

The proposed ground-mounted commercial signs combined with the entrance signage totals 18 signs along the project's boundaries as well as along Central Station Drive, Gramercy Park Drive, and the northern parking lot access aisle. Building-mounted retail

A-012

anchor tenant identification (C 1-1) for retail uses greater than 7,500 is also proposed (see discussion below). These signs provide redundant information and create the potential for visual clutter and may detract from the overall quality of the TOD.

A total of 28 commercial wayfinding signs are also proposed throughout the development. Staff notes that several of the commercial wayfinding signs are proposed at breezeway locations where the central portion of the project (Central Station Drive) links to parking lot locations. It also appears that commercial wayfinding signs are proposed in other locations along the central portion of the site. In some instances it appears that building-mounted signage is proposed adjacent to pole-mounted signage. The number of commercial wayfinding signs seems excessive and appears to create the potential for visual clutter.

***Staff recommends reducing the number of project and commercial identification signs (A1, A2, B1, and B2) as well as commercial wayfinding signs (B3 and B4) as these signs provide similar information and create the potential for visual clutter, which may detract from the overall quality of the TOD. The streetscape, buildings, and landscape should remain the predominant feature, not the signage. It may be appropriate to remove sign types A1 and A2 from the Sign Plan as proposed sign types B1 and B2 also provide project identification.***

The applicant is also proposing building-mounted parking garage signage (E1). The submitted materials show a maximum of three parking garage signs located on the southeastern parking garage at Metro Center Drive and Gramercy Park Drive. Staff is unsure why this signage is proposed since vehicular traffic should be able to identify the intended use.

***Staff recommends removing parking garage signage from the submitted Comprehensive Sign Plan.***

### **Pole-Mounted Signage**

In addition to the commercial wayfinding pole-mounted signs discussed above, the applicant is also proposing pole-mounted special event signage (B5) and bike/bus/rail directional signage (B6). Staff notes that the locations of these signs are not shown on the submitted Signage Map. Staff further notes that the special events signs are categorized under business signs; however, these signs do not provide any business information.

The Comprehensive Sign Plan proposes 30 special event signs (B5) and 12 bike/bus/rail directional signs (B6). Plan policies call for the mitigation of parking, signs, and other associated activities on the community (*Revised General Plan, Chapter 6, General Business Land Use Policy 3b*). Special event signage has the potential of detracting from the vistas created by the relationship between the streets, buildings and landscape within a community and contributes to the creation of visual clutter.

***Staff recommends the location of all signage be shown on the Signage Map. The proposed special event signage (B5) is not consistent with the signage anticipated***



***in a TOD where the streetscape, buildings and landscape should remain the predominant feature, not the signage. The proposed special events signage has the potential of contributing to visual clutter and provide the same information as provided on other signage proposed. If permitted, the proposed special events signage should be less obtrusive, fewer in number, and more in keeping with the character of the buildings in the community. A condition of approval should be developed to ensure that the proposed special events signage will not be used for advertising.***

### **Building-Mounted Signage**

The applicant is proposing building-mounted signage for retail, office, and residential uses within the TOD. As the TOD is intended to have a vertical mixture of uses it is difficult to determine the maximum number of signs proposed for each building.

***Staff recommends providing a maximum number of signs proposed for each building type within the TOD.***

Retail: Primary and secondary retail signage are proposed with the primary retail signage (C1 and C1-1) located along Central Station Drive, Shellhorn Road, the northern parking lot access aisle, and Gramercy Park Drive and the secondary retail signage (C2) located adjacent to proposed parking lots. In addition, the applicant is proposing rear door signage for retail uses (C3).

Office: Primary office tenant signage (D1) is proposed in the central portion of the subject site along Central Station Drive, Gramercy Park Drive, Marquis Square, Lefevre Cook Square, and adjacent to parking areas. The applicant is also proposing Office Identification Signage (D2).

Residential: The applicant proposes both primary (F1) and secondary (F2) retail signage. Primary retail signage is proposed along Shellhorn Road and Central Station Drive. In addition, the applicant is proposing rear residential signage (F3).

**Primary Retail Signage**: The applicant proposes two types of primary retail signage, traditional retail signage (C1) and retail anchor signage (C1-1). Various building-mounted sign types are proposed for primary retail tenants (C1) such as, inline signs, plaque, sign band, window sign, awning sign, fringe sign, eyebrow sign, and blade sign. Appendix A through E provides information pertaining to the various allowable traditional retail building-mounted signage (C1). The Sign Plan proposes up to 8 signs per lease frontage. Staff has concerns with the number of signs permitted for primary retail tenants (C1). The number of signs proposed is redundant in nature and will create visual clutter. Many different retail uses may be located within one building as the Plan envisions small-scale convenience retail uses within the TOD, the potential for each of these retail tenants to have up to eight signs is not consistent with the signage anticipated in a TOD where the streetscape, buildings and landscape should remain the predominant feature, not the signage (Revised General Plan, Chapter 6, Transit Node Policy 7 and Transit-Oriented Development Policy 11).

A-014



The applicant is also proposing retail anchor tenant signage (C1-1) to be placed along the roofline of buildings for retail uses greater than 7,500 square feet in addition to any other allowable signage for the tenant. The Comprehensive Sign Plan states that for buildings in which primary office tenant signage (D1) is also applied, a C1-1 sign may replace a D1 sign; however, the C1-1 sign may not be in addition to the maximum number of D1 signs and vice versa. The applicant proposes 1 C1-1 sign per tenant over 7,500 square foot floor area, not to exceed 2 per façade. Staff notes that the applicant proposes 2 primary office tenant signs (D1) per façade not to exceed 6 total (see further discussion regarding office tenant signage below). Anchor tenant signage (C1-1) in conjunction with other signage proposed such as, primary retail signage (C1) and primary and secondary commercial signs (B1 and B2) provide redundant information and have the potential to create visual clutter as well as take away from the pedestrian nature of the TOD. Furthermore, signage should identify the building not individual tenants, providing recognition for pedestrians and vehicular traffic.

***Staff recommends reducing the number of signs proposed for primary retail tenants (C1). The additional signage is unnecessary and adds to visual clutter. Staff further recommends removing anchor tenant signs (C1-1) as these signs provide redundant information as proposed commercial entrance signs (B1 and B2) and detract from the pedestrian nature of the TOD as these signs all provide identification to motorists instead of pedestrians (further discussion regarding commercial entrance signs is provided above).***

**Secondary Retail Signage:** One secondary retail sign is proposed per tenant adjacent to parking areas. The proposed number and size of secondary retail signage appears to be appropriate.

**Rear Door Retail Signage:** Rear door retail signage (C3) is also proposed to include the tenant's name and address. The location of this signage is not shown on the submitted Signage Map. Staff notes the total aggregate sign area and maximum area of any one sign is dependent on the characters in the tenant's name and address.

***Staff requests the applicant provide additional information regarding proposed rear door retail signage (i.e. proposed locations and illustratives) so staff can adequately assess any potential impacts.***

**Primary Office Signage:** The Sign Plan proposes 2 primary office tenant signs per façade not to exceed 6 total. As stated above, the applicant proposes that anchor retail tenant signage (C1-1) may replace primary office tenant signage on a 1:1 ratio where applicable (see further discussion regarding primary anchor retail signage above). The size of the primary office signage is dependent on the linear building frontage, providing no indication of the maximum size of the sign. Furthermore, staff has concerns with the amount of signage proposed. Signage should identify the building not each individual tenant and should provide recognition for pedestrians and vehicular traffic.

***Staff recommends reducing the number of signs proposed for primary office tenants (D1) as the number proposed appears unnecessary and adds to visual clutter. Staff requests additional information regarding the maximum permitted sign area for proposed primary office signage.***

**Office Identification Signage:** Sign type D2 is proposed to provide identification for office buildings within the TOD. The location of this signage is not provided on the submitted Signage Map. Similar to the primary office tenant signage (D1) the applicant is proposing maximum sign areas dependent on the linear building frontage, providing no assurances to the maximum size of this sign type. The applicant proposes one office identification sign per public entrance to be located directly above the main lobby entrance.

***Staff requests additional information regarding the location as well as the maximum permitted sign area for office identification signage.***

**Office Directory Sign:** In addition to the building-mounted office signage discussed above, the applicant is proposing office directory signage (D3). The location of this signage is not provided on the submitted Signage Map. Sign Type D3 is proposed to provide identification for office building tenants as well as location. A total of six directory signs are proposed to be located within 50 feet of the public entrance. This type of information is generally found on office directories within the building themselves rather than in the pedestrian travelway. As stated above, signage should identify the building not each individual tenant.

***Staff recommends removing office directory signage from the proposed Comprehensive Sign Plan. If this sign type is not removed staff requests the location of this sign type be shown on the Signage Map to assess potential impacts.***

**Primary Residential Signage:** The applicant is proposing one primary residential sign (F1) per lobby entrance. The maximum height for primary residential signage is the roofline and may have a sign area up to 38 square feet, 19 times greater than what is permitted in the Zoning Ordinance.

**Secondary Residential Signage:** Proposed secondary residential signage (F2) is proposed to provide residential building identification as well as the leasing office. Appendix A through E provides information pertaining to the various allowable sign types. Secondary residential signage is not provided on the submitted Signage Map. The applicant proposes a maximum of three F2 signs per lobby entrance with the roofline as the maximum height and a maximum sign area of 35 square feet, 17 times greater than what is permitted in the Zoning Ordinance. Staff notes that the maximum height for residential signage in the Zoning Ordinance is 8 feet.

**Rear Residential Signage:** Rear residential signage (F3) is proposed for each private entrance. Rear residential signage is not provided on the submitted Signage Map. The Comprehensive Sign Plan states that the sign length may not extend beyond the width of the doorway; however, the maximum height of the signage is the roofline.

A-016

Staff has concerns with the number, height, and size of the proposed residential signage (F1, F2, and F3), as they provide redundant information and have the potential to contribute to visual clutter. As stated previously, the TOD is intended to be a mixed-use pedestrian oriented development with signage sized and scaled for the pedestrian. Residential signage should be provided above the lobby entrance and private entrance at a scale consistent with the pedestrian nature of the TOD.

***Staff recommends removing either primary or secondary residential signage from the Comprehensive Sign Plan. Staff further recommends the applicant provide one residential sign per lobby entrance and one per private entrance to be located directly above the entrance at a size consistent with the pedestrian nature of the TOD. Buildings that are entirely residential may have building identification located at the roofline; however, for those buildings with a mixture of uses one sign type identifying the building should be sufficient. Locations of proposed signage should be provided on the Signage Map.***

#### **Temporary Signage**

The applicant is proposing five types of temporary signage: general site leasing signage (G1), commercial leasing signage (G2), residential leasing signage (G3), office leasing signage (G4), and fence scrim signage (G5). Except for the fence scrim signage all temporary signs are proposed as freestanding signs. The applicant proposes two general site leasing signs (G1), two commercial leasing signs (G2), two residential leasing signs (G3), and two office leasing signs (G4). As each of these signs provides leasing information, they provide redundant information and are unnecessary. The applicant also proposes Fence Scrim Signage (G5) not to exceed the area of the construction fences, which may include leasing information every 200 feet of fence with the remainder of the area to include images or artwork. This sign type adds to visual clutter and detracts from the overall quality of the TOD.

***Staff recommends consolidating the total number of temporary leasing signage (G1, G2, G3, and G4) to a maximum of two for the entire site as these signs provide redundant information and add to visual clutter. Staff further recommends removing the fence scrim signage from the application as this sign type adds to visual clutter.***

#### **Lighting**

The Revised General Plan promotes the use of lighting for convenience and public safety without the nuisance associated with light pollution (Revised General Plan, Chapter 5, Lighting and Night Sky Policy 1). The Retail Plan also specifies all lighting should be designed to reduce glare and spillage of light onto adjoining properties and streets and that fixtures should be attractive site elements that are compatible with the architecture of the retail center (Retail Plan, Signs and Lighting Policy 2). The proposed sign plan specifies that signage shall be illuminated by external illumination including ground mounted up lights and sign mounted down lights. The submitted Signage Design Standards and Guidelines provides "sign illumination shall be directional to illuminate the surface of the

sign only and shall not spill upward or reflect or cast glare onto adjacent properties or roadways”.

***Staff recommends the applicant consider sign-mounted lights in place of ground-mounted up lights to avoid the spillage of light onto the night sky.***

## **RECOMMENDATIONS**

Community Planning staff is unable to recommend approval of the Zoning Modification request until the issue of visual clutter is addressed and additional information is provided. The TOD is intended to be a compact development with pedestrian-scale development consisting of a mix of residential, commercial, public, and employment uses. The TOD should be developed with the pedestrian not the automobile in mind and as such, the signage proposed for a TOD should be as well. As currently proposed, the number, height and scale of the proposed signage are not consistent with the signage anticipated in a TOD.

Staff recommends the following:

- Reducing the size and consolidating sign types A1, A2, B1, and B2 (entrance signs and commercial signage) as each of these signs provide redundant information;
- Consolidating temporary leasing signage (G1, G2, G3, and G4) as these signs all provide similar information;
- Reducing the number of commercial wayfinding signs (B3 and B4), retail signs (C1) and residential signs (F2 and F3) as these signs provide similar information;
- Locating residential signage directly above entrances scaled for pedestrian rather than vehicular recognition;
- Removing special event signage (B5), office directory signage (D3), parking garage signage (E1), and fence scrim signage (G5) from the Comprehensive Sign Plan as they provide redundant information and have the potential to contribute to visual clutter;
- Consolidating sign types C1-1 (retail anchor signage), D1 (primary office signage), and F1 (primary residential signage) to include one building identification sign per building façade. Signage proposed to be located at the roofline of buildings within the TOD should be for identification purposes and should not provide individual tenant information; and
- Locating all signage proposed on the Signage Map.

Staff would be happy to meet with the applicant to discuss these issues.

cc: Julie Pastor, AICP, Director, Planning  
Cindy Keegan, AICP, Program Manager, Community Planning via e-mail

A-018

**COUNTY OF LOUDOUN**  
**DEPARTMENT OF BUILDING AND DEVELOPMENT**  
**3rd Referral**

**DATE:** November 24, 2009

**TO:** Michael Elabarger, Project Manager, Planning Department

**FROM:** Cindy Lintz, AICP Planner, Zoning Administration

**THROUGH:** Marilee Seigfried, Deputy Zoning Administrator

**CASE NUMBER AND NAME:** ZMOD 2004-0001, Loudoun Station Sign Plan

Staff has reviewed the referral materials that accompanied the November 13, 2009 Memorandum regarding the above-referenced zoning modification and has the following comments:

Please note: any sign not listed or otherwise provided for in Section 5-1204(D) is not permitted. Zoning permits will not be issued for any sign not listed or otherwise provided for in Section 5-1204(D), even if included in an approved comprehensive sign plan.

**APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:**

1. Page 4, an entrance to a development is different than an intersection along two roads. The green arrows at the corner of Shellhorn Rd. and Metro Center Drive, Shellhorn Rd. and Loudoun Station Drive, and Staunton Hill Drive and Loudoun Station Drive are intersections along two roads and are not considered entrances into the development of Loudoun Station since the vehicle may or may not enter the development at those points. These arrows should be removed.
2. Page 7 and Page 8, the B1 and B2 signs located at the corner of Shellhorn Rd. and Metro Center Drive, Shellhorn Rd. and Loudoun Station Drive, and Staunton Hill Drive and Loudoun Station Drive are not at vehicular entrances to the development. Section 5-1204(D)(3)(c) signs are "Planned Development Community Center ENTRANCE signs and ENTRANCE signs" located at a vehicular entrances and thus these proposed sign locations need to be removed from these locations on the map.
3. Page 7, the F3 sign located at the corner of Shellhorn Rd. and Metro Center Drive, is not at a vehicular entrance to the development. Section 5-1204(D)(1)(c) signs are "Non PD-H Residential communities -ENTRANCE signs" located at a vehicular entrances and thus need to be removed from this location on the map.
4. Page 8, the A1 signs are at not at a vehicular entrance and need to be removed from this location on the map. The metro-rail cars will not be entering the development and so it does not constitute a vehicular entrance.

A-019

The following section addresses each sign type.

**B1- Planned Development Entrance Signs for Commercial Developments in a PDTRC**

- Page 15 and Page 23, the Maximum Number of Signs does not correspond with what is shown on the map.
- Page 4, staff questions why a large commercial sign is needed at Staunton Hill Drive and Loudoun Station Drive, a kiss and ride drop off location, and at the corner of Metro Center Drive and Staunton Hill Drive, a bus loop, when those locations do not connect to the rest of the development.
- Page 23, the description of the sign in italics at the top of the page should remove reference to identification for tenants, since the main purpose is to identify the shopping center. Tenant identification is subordinate to identifying the shopping center.

**B2 - Planned Development Entrance Signs for Commercial Developments in a PDTRC**

- Page 24, the description of the sign in italics at the top of the page should remove reference to identification for tenants, since the main purpose is to identify the shopping center. Tenant identification is subordinate to identifying the shopping center.
- Page 24, under Note: an F3 sign is not permitted at the intersection of Shellhorn Rd and Metro Center Dr. This note should be revised.

**B3 – Tenant Signs and Tenant Signs for Business for PDTRC**

- Page 16 and Page 25, a tenant sign is different than a directional sign. Since these are two separate signs, the combination of the two elements is considered a new sign type, which is not permitted. Remove the arrows on the sign or place generic terms on the sign. Note if this becomes an informational sign, then advertising “Loudoun Station” needs to be removed.

**B4 & B5– Business Signs**

- Page 16, these signs are not business signs that advertise only goods or services offered on the premises - Section 5-1204(D)(3)(ii). Remove reference to the R1993 Zoning Ordinance and these signs cannot have proposed modifications. Insert a note on page 16 that these signs will not be visible from public roads per Section 5-1202(A)(3).

**B6 – Directional Signs**

- Page 28, remove the words “Loudoun Station” since this is considered advertising and advertising is not permitted on these signs.
- Page 28, under Sign Colors, who is the owner in “Black/bronze lettering as determined by owner’s marketing program”?

**B7– Pedestrian Directional Sign**

- Page 29, under Additional Requirements, directional signs cannot contain advertising. Remove reference to “tenant text”.
- Page 29, under Sign Colors, who is the owner in “Black/bronze lettering as determined by owner’s marketing program”?

A-020



C1-1 – Anchor Business Tenant Signage

- Page 17, Section 5-1204(D)(3)(dd) restaurants in-line structure need to be listed under the Revised 1993 Zoning Ordinance section. The “Proposed Modifications” will remain the same.
- Page 32, under Max. Number of Signs, allows for 1 sign per tenant, however, there is a two-sided sign. Staff counts each side as one sign.
- Page 32, note that there are currently 3 signs showing per façade in the example, only 2 signs are permitted per the modification.
- Page 32, clarify “Projecting building mounted sign is a two sided sign which will be counted as one sign. In the scenario depicted below it is mounted on the side elevation on the building and represents the 1 sign permitted on that side of the building.”
- Page 32, the sign shown on the example is above the roofline. Since the Maximum height is roofline, this sign needs to be shown at roofline.
- Page 32, the 2 –sided sign example exceeds the Max. Area of Any One Sign - 100 sf. The example shows (20’ x 5’ sign and a 7’-3” x 13’-9” sign). These signs are too big.

C1-A – Planned Development Tenant Signs for Business in PDTRC

- Page 17, Section 5-1204(D)(3)(dd) restaurants in-line structure need to be listed under the Revised 1993 Zoning Ordinance section. The “Proposed Modifications” will remain the same.

C1-2 – Second Floor Inline Business Tenant Signage

- Page 33, under Max. Number of Signs, allows for 1 sign per tenant, however, there is a two-sided sign. Staff counts each side as one sign.

F3 – Residential Icon Signage

- Page 35, revise the note “If a B2 sign (see sheet 24) is installed at the intersection of Shellhorn Rd and Metro Center Dr. This F3 sign will not be allowed.” This F3 sign is not permitted at Shellhorn Rd and Metro Center Dr. since it is not a vehicular entrance.
- Page 35, The symbol of the dogwood and the words “at Loudoun Station” are considered advertising. Advertising is not permitted on this sign.

G1 & G2 & G3 & G4 – For Sale Signs

- Under Additional requirements, staff notes that 100% leasing rarely occurs.

Appendix E: Plaque Sign Provisions

- Page 46, the word only is being cut off in the italic words at the top of the page.

A-021

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**COUNTY OF LOUDOUN**  
**DEPARTMENT OF BUILDING AND DEVELOPMENT**

**2<sup>nd</sup> MEMORANDUM**

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**DATE:** July 8, 200<sup>9</sup>

**TO:** Michael Elabarger, Project Manager, Planning Department

**FROM:** *de* Cindy Lintz, Planner, Zoning Administration

**THROUGH:** *me* Marilee Seigfried, Deputy Zoning Administrator

**CASE NUMBER AND NAME:** ZMOD 2004-0001, Loudoun Station Sign Plan

Staff has reviewed the referral materials that accompanied the June 12, 2009 Memorandum regarding the above-referenced zoning modification and has the following comments:

**I. CRITICAL ISSUES:**

1. All sign illustrations need to be to scale and show dimensions.

**II. STATEMENT OF JUSTIFICATION**

2. Label the attachment "Subject Property" to be consistent with page 1 of the Statement of Justification.
3. Include parcel 089-36-2659 and 089-45-8208 on the attachment sheet.

**III. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:**

1. Page 4, the green arrows at the two corners along Shellhorn Rd. of the development are not considered Development Entrances to Loudoun Station since the vehicle does not enter the development at that point.
2. Page 5, up date the note to say that the parcel detail information is on page 6.
3. Page 6, parcel 32 PIN number is incorrect. According to County Records the number is 089-46-2993.
4. Page 7 and Page 8, the B1 the four corner sign are not at the vehicular entrance to the development.
5. Page 8, the A1 signs are not at a vehicular entrance and need to be removed from this location on the map. The architectural feature may remain, so long as it doesn't have a sign.
6. Page 9, when will the G1, G2, G3 and G4 signs be removed.
7. Page 10, under Fringe and Eyebrow Signs. These are not mentioned in Appendix A.
8. Page 10, the description of the pocket lobby appears to indicate this space is enclosed. We do not regulate signs in enclosed areas.

A-022

9. Page 11, under General Provisions, the first line has a misspelling – Loudoun Station Signage Design Standards and Guidelines.
10. Page 12, under Sign Location should reference Section 5-1202(D) of the **Revised** 1993 Zoning Ordinance.
11. Page 13, the logo “Market Square” and the “M” contain colors not listed in the Pantone Colors.
12. Page 15-22, Note: if there are any inconsistencies between the matrix and the designs, the more restrictive will apply.

The following section addresses each sign type.

A1- Planned Development Entrance Signs in a PDTRC

- Page 15 and Page 23, change the “Max. Number of Signs: 3” to “Max. Number of Signs: 3 per Development”, for clarification.
- Page 15 and Page 23, the Max. Area of Any One sign: is 192 s.f. not 288 s.f. (4’ x 48’ = 192).

B1- Planned Development Entrance Signs for Commercial Developments in a PDTRC

- Page 24, please provide the height of the sign area.
- Page 15 and Page 24, change the Maximum Height of the sign (including structure) to include the metal detail on top of the sign. Also, on Page 24, label the height of the metal detail.
- Page 15 and Page 24, change the “Max. Number of Signs: 4” to “Max. Number of Signs: 4 per Development, 1/ vehicular entrance”, for clarification.
- Page 24, the description of the sign should remove reference to identification for tenants, since the main purpose is to identify the shopping center. Tenant identification is subordinate to identifying the shopping center.
- Staff questions, if this is supposed to be an entrance sign, then why is it two sided?

B2 - Planned Development Entrance Signs for Commercial Developments in a PDTRC

- Page 15, the Total Aggregate Sign Area should be the area of the sign x the 6 signs.
- Page 15 and Page 25, change the “Max. Number of Signs: 6” to “Max. Number of Signs: 6 per Development, 1/ vehicular entrance”, for clarification.
- Page 15 and Page 25, the Max. Area of Any One Sign is incorrect. 5’ x (4’-8” + (4’x8’) is more than 35 s.f.
- Page 15 and Page 25, the Max. Height is 8 ft. 11 in., not 8’ 3 in.
- Page 25, the description of the sign should remove reference to identification for tenants, since the main purpose is to identify the shopping center. Tenant identification is subordinate to identifying the shopping center.

B3 – Tenant Signs and Tenant Signs for Business for PDTRC

- A tenant sign is different than a directional sign. Since these are two separate signs, the combination of the two elements is considered a new sign type, which is not permitted.

A-023

**B4 & B5– Business Signs**

- Page 16, remove reference to the R1993 Zoning Ordinance. Insert a note that these signs will not be visible from public roads per Section 5-1202(A)(3).
- Page 27 and Page 28, I suggest bolding the note “B4 signs will not be visible from public roads.

**B6 – Bike/Bus/Rail Directional Sign**

- No comments

**B7– Pedestrian Directional Sign**

- Page 17, this sign should be under the informational signs 5-1204(D)(7)(e). Note: you will be modifying the number of identifying locations.
- Page 17, the Total Aggregate Sign Area is around 168 s.f. (4 signs x the max. sign area – see below).
- Page 17 and Page 30, change the “Max. Number of Signs: 4” to “Max. Number of Signs: 4 per Development”, for clarification.
- Page 17 and Page 30, the Max. Area of Any One Sign is greater than 20 s.f. (6’1” x 7’3” = >42 s.f.).
- Page 30, under Max. Height, the bottom of the sign must be mounted at least 1 ft. 9inches above the sidewalk, as shown on the drawing.
- Page 30, under Additional Requirements. Directional Signs cannot contain advertising. Remove reference to tenant text and delete the sentence “No tenant branding, styles or colors will be permissible on this sign type.”

**C1 – Tenant Signs and Tenant Signs for Business in PDTRC**

- Page 17 and Page 31, under Total Aggregate Sign Area (**per Tenant**): it should say 9 s.f. per linear ft of tenant lease frontage (6 signs x 1.5 s.f. per linear for of tenant lease frontage).
- Page 17 and Page 31, provide a note on the maximum size of any one sign.
- Provide a note that these signs are for restaurants too. Otherwise they will be regulated per Section 5-1204(D)(3)(dd).

**C1-A – Planned Development tenant Signs for Businesses in PDTRC**

- Page 18 and Page 32, under Total Aggregate Sign Area (**per Tenant**): it should say 9 s.f. per linear ft of tenant lease frontage – 2 facades (6 signs x 1.5 s.f. per linear for of tenant lease frontage).
- Page 18 and Page 32, provide a note on the maximum size of any one sign.
- Page 32, include Maximum length: 70% of linear ft of frontage or 36 ft whichever is less.
- Provide a note that these signs are for restaurants too. Otherwise they will be regulated per Section 5-1204(D)(3)(dd).

**C1-1 – Tenant Signs and Tenant Signs for Business in PDTRC**

- Page 18 and Page 33, under Total Aggregate Sign Area: clarify the total is 600 s.f. not 100 s.f. (100 s.f. size of the signs x 6 signs)
- Page 18 and Page 33, this sign should be used in mix use buildings, regardless of whether the sign is for an office or a retail sign. D1 signs are for buildings that are strictly office

A-024

buildings. Under Max. Number of signs, remove the note "This number includes C1-1 and D1 signage. Both C1-1 and D1 signage can be on the same building."

- Page 18 and Page 33, under Additional Requirements: the signs on each façade has to be the same. This cannot be modified because it changes the intent of the sign. Remove this note.

#### C1-2 - Tenant Signs and Tenant Signs for Business in PDTRC

- Page 34, under Note: clarify "Projecting building mounted sign is a two sided sign." Is this for Option 1 or Option 2, and what is two sided?

#### C-2 - Tenant Signs and Tenant Signs for Business in PDTRC

- On page 35, the sign illustration, round the inches. (9'8").
- On page 35, provide the size of the Lease frontage in the example.

#### D1- Office Building ID Sign (6+ stories)

- Page 20 and Page 36, this sign should be used in buildings that are 100% office use. C1-1 signs are for mixed use buildings. Under Max. Number of Signs, remove the note "This number includes C1-1 and D1 signage. Both C1-1 and D1 signage can be on the same building."
- Page 20 and Page 36, under Additional Requirements: the sign on each façade has to be the same. This cannot be modified because it changes the intent of the sign. Remove this note.

#### D2 – Office Building ID Sign (6+ stories)

- This should be used for buildings that are 100% office. Otherwise use 5-1204(D)(3)(p).
- On page 37, provide the size of the Lease frontage in the example.
- Page 20 under Additional Requirements: the sign on each façade has to be the same. This cannot be modified because it changes the intent of the sign. Remove this note.

#### F1– Business Signs

- These signs are regulated as Residential Signs, not business signs. Residential signs are located at vehicular access. This sign is not permitted.

#### F2 – Residential Name Signs

- These signs are not permitted. This could be considered an information sign as long as the sign only shows "concierge."

#### G1 & G2 & G3 & G4 – For Sale Signs

- Page 22, under Max. Number of Signs: it is 1 (upon any lot less than an acre), since each parcel is under 1 acre.
- Page 22, under Max. Number of Signs: should say 2 per development (not 2 per parcel).
- Page 40, 41, 42, and 43 show the height of the sign area.

#### Appendix

- Appendix A, B, C, D, E & F, remove F2 signs from the title, since they are not permitted as retail signs.

A-025

- Appendix B, Page 46, under Total Aggregate Awning Area: remove N/A.
- Appendix C, Page 48, under Total Aggregate Sign Area, the maximum sign area allowed per sign for 9 s.f. per public entrance for C1 signs and 19 s.f. max. per public entrance for C1A signs.
- Appendix C, Page 48, under Max. Number of Signs: clarify 2 per public entrance. Does this conflict with 6 per lease frontage?
- Appendix E, Page 50, remove the example of Beaumont House, since this is not a permitted sign type.
- Appendix E, Page 50, under Total Aggregate Sign Area, is 10 s.f. max. per public entrance. Plaque signs are 5 s.f. and the max. number of signs are 2 per public entrance.
- Appendix E, Page 50 under Additional Requirements: remove the words "or advertisements."
- Appendix F, Page 51, in the title should this include C1-2 and C2 signs?
- Appendix F, Page 51, under Max. Number of Signs: clarify 2 per façade with a public entrance. The example only shows one sign.
- Appendix G, no comments.



**From:** Cindy Lintz  
**To:** Elabarger, Mike  
**Date:** 2/26/2009 10:52 AM  
**Subject:** Re: ZMOD 2004-0001, Loudoun Station Comprehensive Sign Plan

Upon further review of the Loudoun Station Sign plan and internal discussions, staff has two further comments:

1. Commercial Entry Monument: Type B1 & B2. The purpose of the commercial entrance sign is to identify the town center. The tenant names on this sign should be subordinate to the naming of the town center.
2. Staff recommends a note be added regarding any signs not included in this comprehensive sign plan shall be regulated by the Revised 1993 Loudoun County Zoning Ordinance, including any additional sign types added through a zoning ordinance amendment.

Cindy

A-027

**COUNTY OF LOUDOUN**  
**DEPARTMENT OF BUILDING AND DEVELOPMENT**  
**MEMORANDUM**

**DATE:** December 12, 2008

**TO:** Michael Elabarger, Project Manager, Planning Department

**FROM:** Cindy Lintz, Planner, Zoning Administration

**THROUGH:** Marilee Seigfried, Deputy Zoning Administrator

**CASE NUMBER AND NAME:** ZMOD 2004-0001, Loudoun Station Sign Plan

Staff has reviewed the referral materials that accompanied the November 7, 2008 Memorandum regarding the above-referenced zoning modification and has the following comments:

**Please note, any sign not listed or otherwise provided for in Section 5-1204(D) is not permitted. Zoning permits will not be issued for any sign not listed or otherwise provided for in Section 5-1204(D), even if included in an approved comprehensive sign plan.**

**I. CRITICAL ISSUES:**

1. Each building type needs a consolidated illustration showing the potential maximum number and size signs (anchor, retail and office) that the building could have on one façade.
2. All sign illustrations need to be to scale and show dimensions.
3. Page 6 & 7, the Overall Signage Map, needs to show every sign.
4. Page 8, Glossary, definitions of signs from the Zoning Ordinance cannot be modified. Staff recommends deleting these definitions.
5. Page 10, the color palette needs to expand to include all colors proposed under the comprehensive sign plan or clearly limit it to specific signs. Currently each sign indicates that the colors are "subject to change with corporate branding." Staff suggests that the colors should be for signs other than tenant signs.
6. Page 12, the "Calculation of Maximum and Aggregated Sign Area" definition cannot be modified from the Zoning Ordinance. Please remove.
7. Per Section 6-1504 of the Zoning Ordinance, whereas it is possible to modify the size and height of the existing signs, creating new types of sign options are not permitted.
8. Page 9, remove the "Enforcement," and "Effective date" sections since they are already stated in the Zoning Ordinance. On page 11, please remove the "Sign Permit" section.
9. Staff suggests that a statement be included to help administer the "Total Aggregate Sign Area." The applicant should provide a running tabulation of approved aggregate signs areas as part of the permit application process.

A-028

## **II. STATEMENT OF JUSTIFICATION**

10. Label the attachment "Subject Property" to be consistent with page 1 of the Statement of Justification.
11. Include parcel 089-36-2659 and 089-45-8208 on the attachment sheet.

## **III. APPLICABLE ZONING ORDINANCE INFORMATION and CONFORMANCE:**

1. Page 3, correct the Vicinity map and Adjacent Parcels to be consistent with County Records: update parcel 089-48-1925 to the new owner (Van Gogh Ventures LLC); PIN number 089-45-4668 should be 089-45-5721; remove the use on PIN 120-29-7420; and PIN 089-26-7927 is now zoned PD-TRC.
2. Page 4, correct the PIN numbers for the adjacent properties: 089-37-4476 should be 089-37-1858 and 089-45-4668 should be 089-45-5721.
3. Page 5, the title of the page should be "Loudoun Station Parcel Map Key" as stated in the Table of Contents.
4. Page 5, parcels 25-32 are incorrect according to County Records and are duplicates of 17-24. Please correct the PIN numbers.
5. The terms that are stated on page 8, 10 and 12 are not consistent with those throughout the application and the Zoning Ordinance. Please remove.
6. Page 11, Sign Location should reference Section 5-1202(D) of the Revised 1993 Zoning Ordinance.
7. Page 11, under Sign Permits, signs need sign permitted to ensure conformance with the sign plan and the Zoning Ordinance. Please correct the first sentence of this section.
8. Page 11, under Sign Permits, the last three sentences are irrelevant for this application and should be removed.
9. Page 12, lighting cannot be modified. Staff suggests removing the section that states: "The specified building mounted signs will be illuminated using the following:"
10. Page 18, D3 Office Freestanding Building Entrance Sign should reference Section 5-1204(D)(3)(I).
11. Page 18, E1 should be an Informational Sign – Section 5-1204(D)(7)(e) of the Zoning Ordinance.
12. Please define tenant types and office types. What does primary and secondary refer to in both office and retail?

The following section addresses each sign type.

### **A1- Development Entrance Sign in a PDTRC**

- This sign appears to be a new type of sign, which is not permitted. If the logo and the name are removed, then this could be considered an architectural feature, which could be shown on a site plan.

### **A2- Development Entrance Sign in a PDTRC**

- There is no sign defined in the Zoning Ordinance for this sign. Therefore, this sign is not permitted.

A-029

**B1& B2 - Entrance Signs for Commercial Developments in PDTRC**

- An entrance sign is different than a tenant sign. Since these are two separate signs, the combination of the two elements is a new type of sign, which is not permitted.

**B3 – Tenant Signs and Tenant Signs for Business for PDTRC**

- A tenant sign is different than a directional sign. Since these are two separate signs, the combination of the two elements is considered a new sign type, which is not permitted.

**B4 & B5– Business Signs**

- Section 5-1202(A)(3) prohibits signs on utility poles.

**B6 – Bike/Bus/Rail Directional Sign**

- These signs are not shown on the map on pages 6 & 7.
- Page 2, include the word “Bike” in the title of the Table of Contents.
- Page 15, this is a Directional Sign (Section 5-1204(D)(7)(h). Please revise.
- Change the sign type to “free standing” not “pole mounted” on page 15 and 29.
- Advertising (Loudoun Station and the logo) need to be removed.

**C1 – Tenant Signs and Tenant Signs for Business in PDTRC**

- The intent of a Comprehensive Sign Plan is to reduce the number of signs necessary. Staff finds 8 signs appears to be in excess and creates visual clutter. Please explain how this will serve a greater public purpose.
- The illustration on Appendix A should replace the illustration on p 30 to provide a more accurate representation of the extent to what is being requested.
- On page 15, correct the column under Sign Type. Remove PD-CC-SC and delete the additional “for” after business.
- Per Section 6-1504, a ZMOD cannot modify lighting or sign type.

**C1-1 – Tenant Signs and Tenant Signs for Business in PDTRC**

- The illustration does not show the sign size. Please accurately depict the maximum sign size.
- This illustration does not show all the possible sign types permitted on the building. Please provide an illustration that reflects all possible signs that could appear on the building (Anchor, primary retail, secondary retail, office, etc.).
- On page 15, please correct the column under Sign Type. Remove PD-CC-SC and delete the additional “for” after business.
- Under Maximum number of signs, the proposed modification indicates C1-1 signs and D1 signs are interchangeable, since these signs will need a new sign permit each time the sign is changed, then it is not necessary to include that the signs are interchangeable.
- Page 31, under Additional Requirements, if there are only 1 sign permitted per tenant then why does this section mention signs on each façade?
- What type of signage is permitted for tenants under 7,500 s.f.?

A-030

C-2 - Tenant Signs and Tenant Signs for Business in PDTRC

- On page 15, correct the column under Sign Type. Remove PD-CC-SC and delete the additional "for" after business.
- This illumination type appears to be Backlight. Please change the wording to be consistent with the Zoning Ordinance. If this is a new type of lighting, then it is not permitted, since lighting cannot be modified.
- The illustration appears to be a rear door. Is this the intended location for the sign? If so, what is the public purpose for the sign?
- Please define secondary retail tenant signage.

C-3 - Tenant Signs and Tenant Signs for Business in PDTRC

- On page 15, correct the column under Sign Type. Remove PD-CC-SC and delete the additional "for" after business.
- Provide the total possible aggregate sign area (3" x a typical door size).
- Under Maximum Area of Any One Sign, the address is not considered a sign.

D1- Office Building ID Sign (6+ stories)

- The illustration does not show the sign size. Please accurately depict the maximum sign size.
- This illustration does not show all the possible sign types permitted on the building. Provide an illustration that reflects all possible signs that could appear on the building (Anchor, primary retail, secondary retail, office primary & secondary + Identification, etc.).
- Maximum number of signs, 2/façade not to exceed 6. What does the 6 mean? Are the six signs for the district, for a building, for the façade or for the tenants? Please clarify.
- Under Maximum number of signs, C1-1 signs and D1 signs are not comparable, since the two uses are not the same.
- This illumination type appears to be Backlight. Change the wording to be consistent with the Zoning Ordinance. If this is a new type of lighting, then it is not permitted, since lighting cannot be modified.

D2 – Office Building ID Sign (6+ stories)

- The scale appears to be incorrect. Provide the dimensions of the sign.

D3 – Office – Free Building Entrance Sign

- A directory sign and an entrance sign are two different signs, this appears to be a new type of sign which is not permitted.

E1 – Business Signs

- This appears to be an Informational Sign – Section 5-1204(D)(7)(e).
- Remove the logo and words "Loudoun Station" on this sign.

F1 & F2 – Residential Name Signs

- Provide a consolidated picture showing all the possible signs on the building.
- How are primary and secondary residential signage differentiated?
- Illumination cannot be modified.

A-031

- Page 19, F1, F2 & F3, the Minimum Setback from the ROW according to the Ordinance is "None" not 5ft. Please correct.
- Provide the dimensions of the sign on the illustration.
- Page 38 – F-1 sign, the illustration shows two different types of signs. Is this meant to be the sign above the lobby?
- Page 39 – F2 sign, the description says the sign "Provides identification for residential building and leasing office." Will the word "leasing office" appear on the sign?

#### F3 – Residential Name Signs

- Illumination cannot be modified.
- Please show the dimensions of the sign on the illustration for clarification.
- Page 19, the sign type did not change and should not be bolded.
- Page 40, the "Maximum Height" is the roofline; however the picture shows the sign above the door. Correct the discrepancy.
- Page 40, under "Maximum Area of any One Sign," explain what is included in the entrance frontage.

#### G1 & G2 & G3 & G4 – For Sale Signs

- Show these signs on the map (unless the intent is for each property to have 2 signs in which case it would be in excess).
- Show the dimensions of the signs on page 41-44.
- These signs cannot sell "life style" (for example: Metro Station, Fine Dining & Cafes, Luxury Living, Fitness & Wellness...) only what is for sale – the property.

#### G5 – Fence Scrim Signage

- Per Section 5-1202(A)(3) signs on a fence are not permitted.

#### Appendix A & C

- If this sign is what is envisioned, then there will not be signs permitted on the doors.

#### Appendix A & E

- What is the public purpose of the plaque signs?

#### Appendix B

- Page 47, the example shows more than 80% linear lease frontage.
- Page 47, define a window bay. Under "Max Awning Length" the widest window bay appears to be one window, but the examples show that it is covering the entire front.
- Page 48, "Note," the fringe sign could count as a sign, which would be part of the aggregate sign area... and is calculated correctly on Page 47 under sign material. Note: the address on a fringe is not considered a sign.

Please note- if an architectural feature, such as an awning, contains features or colors easily identified as corporate branding, then the whole object is counted towards the sign size.

A-032